



Westchester Town Center  
Patron Snapshot  
SUMMARY

January 2011

Q: What are the 3 most important things that should be done to improve business in the Westchester Town Center Area?

	Total Responses	
Parking	33	24.2%
Security	26	19.1%
Advertising	22	16.2%
Clean & Green	13	9.6%
More Restaurant	6	4.4%
Less Homeless	19	14.0%
Misc. Responses	17	12.5%
	136	100.0%

Q: If you had a "discount card" for shopping in the Westchester Town Center area how likely would you be to use it?

Extremely Likely	51	46.4%
Likely	42	38.2%
Somewhat Likely	13	11.8%
Unlikely	2	1.8%
Very Unlikely	2	1.8%
	110	100.0%

Q: Do you believe that the creation of a program that provides incentives for shopping in the Westchester Town Center district by families with students in local schools will improve business?

Yes	72	65.5%
No	1	0.9%
Maybe	35	31.8%
No Answer	2	1.8%
	110	100.0%

Do you believe that the creation of a "cooperative advertising program" for shopping in the Westchester Town Center district would help YOUR business?

Yes	66	60.0%
No	8	7.3%
Maybe	36	32.7%
	110	100.0%